DERWENT-ACC-NO: 2001-646371
DERWENT-WEEK: 200174
COPYRIGHT 1999 DERWENT INFORMATION LTD

TITLE: Method for forecasting goods and service demand

INVENTOR: LEE, B C

PATENT-ASSIGNEE: KOREA TELECOM[KOTEN]

PRIORITY-DATA: 1999KR-0049218 (November 8, 1999)

PATENT-FAMILY:

PUB-NO	PUB-DATE	LANGUAGE
PAGES	MAIN-IPC	
KR-2001045776	June 5, 2001	N/A
001	G06F 017/60	
A		

APPLICATION-DATA:

PUB-NO	APPL-DESCRIPTOR	APPL-NO
APPL-DATE		
KR2001045776A	N/A	1999KR-0049218
November 8, 1999		

INT-CL_(IPC): G06F017/60

ABSTRACTED-PUB-NO: KR2001045776A
BASIC-ABSTRACT: NOVELTY - A method for forecasting goods
and service demand
using modified diffusion model and currency demand model is
provided to
forecast subscription and currency demand.

DETAILED DESCRIPTION - A relation between goods or services
is established and
goods or services is classified by type(401). An
attribution and level of each
services is decided for conjoint analysis(402). A service
supply scenario per
each enterprises is prepared to estimate a function of
distribution network
level and a function of service recognition degree(403). A
consumer buying
intent rate is estimated by performing simulation according

FB

to estimation of
consumer buying intent rate to estimate market volume per
each service
types(404).   If the consumer buying intent rate is
reliable, market share per
each enterprises is estimated by surveying degree of
customer satisfaction per
each enterprises(405,406).   Subscription and currency
demand per each
enterprises and market sales amount are estimated
successively(407,408).

CHOSEN-DRAWING: Dwg.1/10

TITLE-TERMS:
METHOD FORECAST GOODS SERVICE DEMAND

DERWENT-CLASS: T01

EPI-CODES: T01-J05A;